

ECONOMY AT A GLANCE

ALBERTA

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ALBERTA



January 1995

CONTENTS

Premier's Message	1
Alberta Facts at a Glance — 1993	2
Highlights	3
The Province	5
The Economy	9
Opportunity Industries — Resources, Manufacturing, Advanced Technology, Services	18
Alberta's Commitment to the Private Sector	30
Trade and Investment Opportunities	32
Regional Offices	33

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PREMIER'S MESSAGE

These pages present the highlights of one of the most dynamic economies in North America. In fact, over the past two decades Alberta's Gross Domestic Product has, in real terms, more than doubled in size. Even more significantly, the Alberta economy is more diverse today than ever before.

Economy at a Glance provides an overview of the structure of the Alberta economy and looks at the province's competitive advantages, including: our productive workforce, opportunity industries, progress toward sustainable development, favourable tax regime, commitment to free enterprise, and success in the international marketplace.

As you read through this booklet, you will find that Alberta offers investors and entrepreneurs a diverse range of opportunities from food processing and forestry to advanced technologies and oil and gas. You will also find a government that works in partnership with business, industry, and the research and educational communities to shape Alberta's future through a vibrant economy, and enviable quality of life.

ALBERTA FACTS AT A GLANCE – 1993

Area	661,185 Square Kilometres
Population (September 1994)	2,687,100
Median Age (Years)	30.3

The Economy — 1993

Gross Domestic Product (Market Prices)	\$78,495 Million
Private and Public Investment	\$20,374 Million
Total Value of Mineral Production	\$18,796 Million
Crude Oil	\$10,129 Million
Natural Gas	\$6,692 Million
Natural Gas By-Products	\$1,422 Million
Coal	\$554 Million
Total Manufacturing Shipments	\$21,269 Million
Food & Beverage	\$5,450 Million
Refined Petroleum Products	\$3,206 Million
Petrochemicals & Plastics	\$3,645 Million
Fabricated Metal Products	\$1,039 Million
Pulp & Paper Products	\$946 Million
Primary Metals	\$1,064 Million
Lumber & Wood Products	\$1,375 Million
Industrial Machinery	\$964 Million
Printing & Publishing	\$729 Million
Construction Materials	\$671 Million
Electronics	\$835 Million
Other	\$1,345 Million
Total International Merchandise Exports	\$19,689 Million
Total International Services Exports	\$1,895 Million
Tourism Receipts	\$3,030 Million
Farm Cash Receipts	\$5,027 Million
Housing Starts	18,151 Units
Labour Force	1,384,000
Employment	1,269,000

Source: Alberta Economic Development & Tourism,
Adapted from Statistics Canada, ASIST, Energy
Resources Conservation Board and Alberta
Agriculture, October 1994

HIGHLIGHTS

One of the most dynamic business regions in North America, Alberta offers superb prospects for trade and investment. With a Gross Domestic Product (GDP) estimated at over \$78 billion (1993), the province has the fourth largest economy in Canada. In real terms, the size of the Alberta economy has more than doubled since 1971, while the population has increased by 64% to more than 2.6 million.

This performance is all the more noteworthy in light of the province's youth. A frontier territory 150 years ago, Alberta has experienced a remarkable transformation, emerging today as a highly developed and technologically advanced region.

- Its major centres of Edmonton and Calgary rank respectively as the fourth and fifth largest cities in Canada.
- Alberta has a comprehensive post-secondary education system of universities, public and vocational colleges, education councils and technical institutes. The University of Alberta in Edmonton and The University of Calgary are recognized as major research universities in Canada.
- A workforce of more than 1.3 million people is among the most highly educated in North America.
- Alberta is rich in natural resources, which include vast forests, immense energy reserves, and abundant freshwater.

- Alberta offers internationally recognized tourism destinations, natural scenic beauty, diversity of landscapes and friendly, safe cities.
- Environmental responsibility is a provincial priority; Alberta has led the country in setting environmental policies and standards.
- Centres of Advanced Technology are located throughout the province to expedite the development and commercialization of advanced products and processes.
- A highly developed communications system includes the world's largest general mobile network and provides globally integrated voice and data links.
- Among all Canadian provinces, Alberta consistently records the highest per capita level of investment.
- International exports of Alberta produced goods and services amounted to more than \$21.5 billion in 1993, accounting for approximately 27% of the province's GDP.
- The province's location, combined with an efficient, multi-modal transportation infrastructure, gives Alberta-based companies a competitive advantage in servicing the Western Canadian and U.S. markets.
- Alberta's business climate is characterized by political stability and the cooperation and support of a government committed to free enterprise.

THE PROVINCE

The westernmost of Canada's three prairie provinces, Alberta lies between the 49th and 60th parallels, virtually the same latitudes as those bounding the United Kingdom. Nearly equal in size to the state of Texas, the province covers an area of some 661,000 square kilometres (255,000 square miles).

Alberta's location has significant advantages for accessing the western Canadian and United States markets. Among all major distribution centres in Western Canada, Calgary and Edmonton provide excellent access — at a low, competitive cost — to the western provinces, Northern Canada, the Pacific Northwest, California, and the Midwest States.



Human Resources

With two-thirds of the population under the age of 40, the province has one of the youngest populations in the industrialized world. This is in part due to the high level of international and interprovincial migration to Alberta over the past 20 years. Many new citizens, drawn from around the world by opportunities within the province, contribute to Alberta's multicultural diversity.

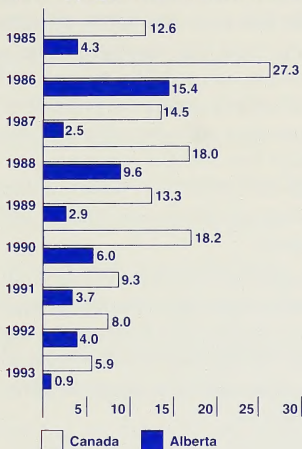
Albertans are among the best educated people in North America, with more than 40% of the workforce holding a post-secondary certificate, diploma or university degree. The Alberta government recognizes that an educated population is essential to a technologically oriented society.

- Per capita productivity is the highest in Canada. As measured by GDP, this was \$29,487 in 1993 – 19% higher than the national average.
- Alberta consistently has one of the best labour records of any province in Canada in terms of fewest workdays lost due to strikes.
- The province has Canada's highest labour force participation rate. Of every 1,000 working-age Albertans, 715 were in the labour force in 1993, compared to the national average of 652.

Progress Toward Sustainable Development

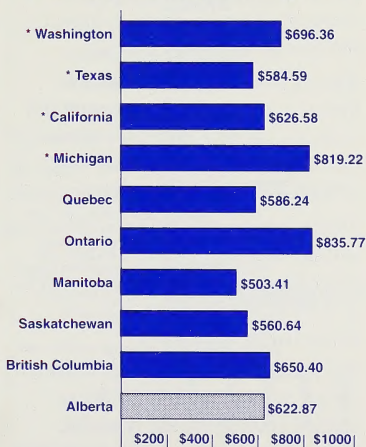
Alberta's natural endowment includes a productive agricultural land base, vast forests, immense energy reserves, and abundant freshwater supplies. While dedicated to developing these natural resources, the province remains firmly committed to environmentally sustain-

Labour Record 1985 – 1993 (Number of Person Days Lost Due to Work Stoppages Per 10,000 Work Days)



Source: Statistics Canada & Human Resources
Development Canada

Average Weekly Wages for Manufacturing Sector (Excluding Overtime, Annually) 1993



* Figures expressed in Canadian dollars based on
exchange rate of 76 cents.

Source: Statistics Canada

able growth. Alberta recently passed the comprehensive Environmental Protection and Enhancement Act which was drafted with extensive public consultation and input. The basic principles and policies providing the framework for this legislation will ensure the protection, improvement and wise use of our environment into the 21st century.

Alberta has been the leader in Canada in setting environmental policies and standards.

- The province's Alberta Energy and Utilities Board and Natural Resources Conservation Board ensure the responsible management and development of our renewable and non-renewable resources.
- Alberta has adopted new Sulphur Recovery Requirements in cooperation with the oil and gas industry that have reduced sulphur emissions to virtually zero.
- The province has developed the most comprehensive hazardous waste disposal system in North America — the first of its kind in Canada.
- Alberta is a leader in sustainable forestry, with both government and industry taking a proactive stance in moving from the traditional "logging of forests" to ecosystem management.
- Alberta's national parks and provincial system of protected lands make up more than 77,000 square kilometres, or 11% of the province, and are protected by legislation.
- The Alberta Environmental Research Centre is a world-class facility in applied environmental research, technology development, and related services.

THE ECONOMY

Alberta has capitalized on its strengths in agriculture, energy, and other resource-based industries to develop a dynamic and diversified economy. Over the past two decades, the province has experienced rapid growth in such industries as petrochemicals, forest products, electronics and telecommunications, as well as tourism and business services, including computer software, engineering, and scientific and technical services.

**Alberta Employment
by Industry — 1993**
(Total 1,251,600)



Source: Statistics Canada

A highly educated population and entrepreneurial business community have proven to be key strengths in developing new areas of economic opportunity. The role of the Alberta government as outlined in the government's economic development strategy paper "Seizing Opportunity," is as follows:

- build a climate conducive to investment, wealth generation and job creation
- facilitate economic development by providing services and information
- support industry-led economic development
- build strategic partnerships with business and communities
- move away from direct financial assistance to other means such as competitive rates of taxation and infrastructure development (in education, research and development, health care, transportation, communications, and municipal services), and,
- establish and maintain open and participative decision-making processes to develop effective solutions to social and economic issues.

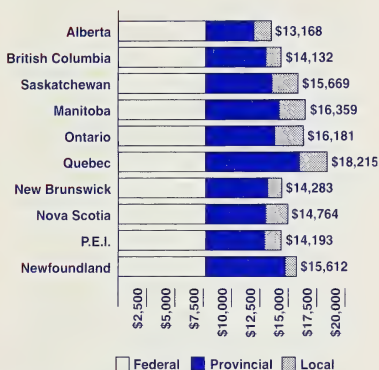
Favourable Tax Regime

Albertans benefit from the lowest overall taxes in Canada.

- Alberta is the only province that does not have a provincial retail sales tax.
- Alberta has the lowest provincial gasoline fuel taxes in Canada.
- Provincial personal income tax rates are the lowest in Canada.
- The provincial corporate income tax rate is 15.5% for general business, 14.5% for large manufacturers and processors, and 6% for small businesses.

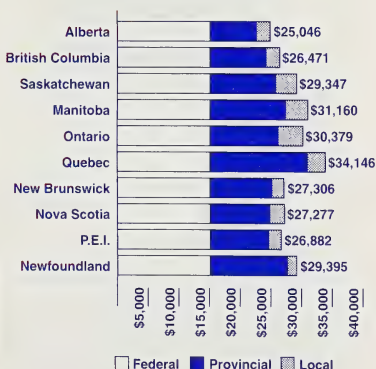
- There are no general provincial payroll or capital taxes, which are prevalent in many other provinces and U.S. states.

Comparison of Provincial and Federal Taxes by Province (Two Income Family of Four — \$55,000)



Source: British Columbia Budget, March 1994

Comparison of Provincial and Federal Taxes by Province (Two Income Family of Four — \$90,000)



Source: British Columbia Budget, March 1994

Corporate Tax Rate Comparison

Provincial Tax Rates							Federal Tax Rates
Income Taxes	B.C.	Alberta	Sask.	Man.	Ont.	Que.	
General Corporate Tax Rate (%)	16.5	15.5	17.0	17.0	15.5	8.9	28.0
Manufacturing Corporate Tax Rate (%)	16.5	14.5	17.0	17.0	13.5	8.9	21.0
Small Business Rate (%)	10.0	6.0	8.5	10.0	9.5	5.75	12.0
Surtax on Federal Tax Payable (%)	—	—	—	—	—	—	3.0
Other Corporate Taxes							
Payroll Tax (%)	—	—	—	2.25	1.95	3.75	—
General Capital Tax (%)	0.3	—	0.6	0.5	0.3	0.56	0.2

NOTE: Federal and provincial income taxes are applied against the same tax base, with the exception of Ontario and Quebec.

Rates effective December 1994

Source: Alberta Treasury



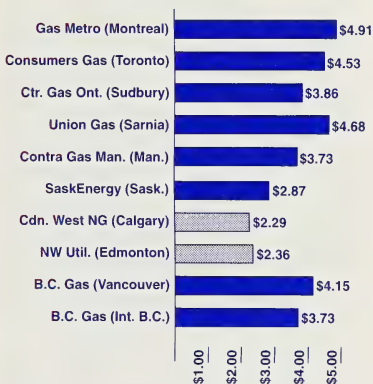
The Alberta Advantage

Alberta has long been recognized as an attractive location for domestic and international investment. With its free enterprise outlook, favourable tax and regulatory regimes, stable labour climate, and excellent research and development institutions and education facilities, Alberta has consistently

recorded Canada's higher per capita level of investment. Investors are also drawn to Alberta by a number of other factors, which include:

- Alberta's resource base. Alberta's resources have always been a major attraction for investors as evidenced by recent major investments in the energy sector, forest products industry, food processing and petrochemicals. Ongoing advances in technology continue to interest potential investors in sectors as diverse as telecommunications and oil sands development, and Alberta is currently viewed as the most attractive region in North America for conventional oil and gas recovery projects.

**Canadian Natural Gas Rates
(November 1994)
5000 GJ/Month**



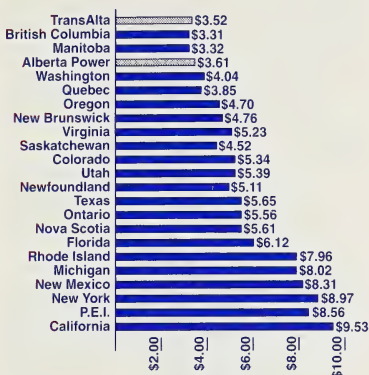
Source: Canadian Enerdata Ltd.

- Natural gas deposits in Alberta represent a major resource. In 1993, remaining established reserves of marketable gas were estimated at 56 trillion cubic feet, and ultimate potential reserves were estimated at 200 trillion cubic feet. With the

abundance of this valuable resource, new technologies and expertise and expanded pipeline capacity, Alberta's natural gas prices are among the lowest in North America. Given Alberta's abundant natural gas supplies and low prices, a vibrant petrochemical and plastics industry has evolved to become one of the province's largest manufacturing industries.

- Alberta's natural scenic beauty and attraction. As an international tourism destination, Alberta has created a multitude of investment opportunities in a growing tourism industry.
- Full integration of Alberta's financial community with Canada's world class system. Alberta's comprehensive range of financial services meets all personal, business and industry requirements.
- A strong small business sector. Alberta's small businesses have a significant impact on job creation and the future prosperity of the province. Today, Alberta has the second highest number of self-employed people per capita in Canada, and over 70% of all net jobs in the province are created by small businesses.
- Centres of Excellence. The Alberta government, in partnership with industry and academia, supports a number of applied research and development centres throughout the province. These provide an easily accessible pool of research, development, testing and training services for industry.
- Low energy rates. With an abundance of low sulphur coals and natural gas, Alberta offers the business community a competitive advantage with a reliable supply of electricity, at rates which are among the lowest in North America.

North American Industrial Electricity Rates (5000 KW demand, 80% load factor)



Source: Alberta Power, June 1993

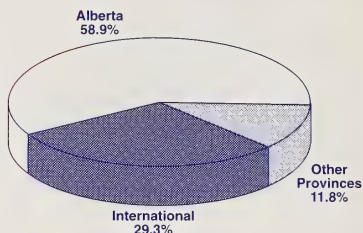
Export Orientation

Alberta has long been a proponent of more liberalized world trade. The province supported the implementation of the Canada/United States Free Trade Agreement and is a strong supporter of the North American Free Trade Agreement. Exports are a key component of Alberta's economy, accounting for approximately 27% of the province's GDP. In 1993, Alberta businesses exported over \$21 billion worth of goods and services to world markets — a record value for Alberta.

While exports of primary products and commodities remain strong, an increasing proportion of Alberta's manufactured and value-added products are also destined for world markets. Particular strength has been demonstrated in such industries as petrochemicals, forest products, processed foods, petroleum exploration and development equipment, electronics and telecommunications, all of which underscore the increasing diversity of the provincial economy.

Service exports are also growing in importance, particularly in niche markets in engineering, oil and gasfield services, environmental services, and land-related information systems.

Distribution of Alberta Goods & Services 1993



Just under 37 cents of every dollar in Alberta's annual income comes from out-of-province shipments of goods and services.

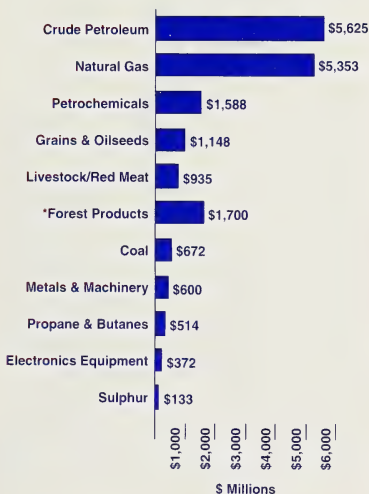
Source: Alberta Treasury

Alberta companies export their goods and services to more than 156 countries around the world. While no areas of potential are overlooked, export markets initiatives are now concentrated on three areas.

- The North American Free Trade Agreement (NAFTA) will continue to allow Alberta companies to capitalize on opportunities that were created by the Canada/United States Free Trade Agreement, with expanded and more secure access to a market of over 360 million consumers. NAFTA will further enhance the positive trading partnership that exists between the countries. In addition, NAFTA opens a new avenue for trade and investment in a larger geographic area (i.e., amongst Canada, the U.S. and Mexico).

- Stronger trade ties are being developed with countries in the Asia/Pacific region, which is the province's fastest-growing market, particularly for manufactured products.
- Priority markets in Europe and the Former Soviet Union are also being developed in cooperation with the Canadian government. The European Community, as well, continues to be an important source of investment capital for Alberta.

Alberta's Major Product Exports — 1993



* Revised by Alberta Economic Development & Tourism based on 1994 study by Price Waterhouse

Source: Statistics Canada

OPPORTUNITY INDUSTRIES

The four major components of Alberta's economy — resources, manufacturing, advanced technology, and services — offer a diverse range of opportunities.

RESOURCES

Agriculture

Alberta has one of the world's most productive agricultural economies, producing about 20% of Canada's annual output. Approximately 11 million hectares (27 million acres) of land are currently under cultivation and a further 8.4 million hectares (21 million acres) of uncultivated land are used as pasture and forage for livestock. While wheat remains the primary crop, the production of new crops and new varieties of existing crops continue to expand as the industry diversifies. Canola, used for products ranging from cooking oil to newspaper ink, is just one success story. The province also maintains the largest livestock population in Canada, and has earned an international reputation in the field of embryo transfer and genetics.

Total farm cash receipts for Alberta's 57,000 farms and ranches amounted to \$5.0 billion in 1993. Crop receipts (including payments) totalled about \$2.1 billion in 1993, and livestock receipts reached approximately \$2.9 billion — the highest level ever recorded for Alberta.

A significant investment in irrigation systems has transformed 500,000 hectares (1.2 million acres) of dry land in Southern Alberta into highly productive agricultural land.

Energy

Long known as Canada's "energy province," Alberta has over 80% of the country's reserves of conventional crude oil, over 90% of its natural gas, and all of its bitumen and oilsands reserves. The oil and natural gas sector has responded successfully to the challenge of unstable energy prices in the 1980's by significantly reducing production and operating costs.

In 1993 and 1994, the production of primary oil and gas increased substantially over previous years, due to the combined effect of increased demand, expanded pipeline capacity, and improved technologies. Alberta's conventional crude oil production in 1993 was an estimated 54 million cubic metres, up 2% from the previous year. Near record drilling activity and improved performance from new wells contributed to increased productivity.

Estimated production of natural gas reached a record 111 billion cubic metres in 1993, a substantial increase of 17% over 1992. This was driven by continued emergence of new markets for Alberta gas, especially in the U.S. Gas sales increased by 9% in 1993 to an estimated 103 billion cubic metres. There was an increase in natural gas sales of just over 8% to other Canadian markets and a 12% increase to U.S. destinations.

The world's largest producer of sulphur from hydrocarbon sources, Alberta produces 85% of Canada's total output. The province also has extensive low-sulphur coal reserves. Coal mining has become increasingly important in recent years, with annual production more than doubling since 1979. Most of Alberta's metallurgical coal production is exported to overseas markets to be used in the production of steel, while the low-sulphur thermal coal is used as a fuel

source to generate a reliable supply of low-cost electricity in Alberta.

Forestry

Over one-half of the province of Alberta, or approximately 370,000 square kilometres, is covered by forests. Almost two-thirds of these forested lands are considered commercially productive.

While Albertans recognize that forestry is an important source of wealth and employment, they also recognize the multi-use nature of the resource base and the need to minimize environmental impacts. The management of Alberta's forests is changing, from the traditional "logging of forests" to an ecosystem-based approach. The goal is to better integrate timber harvesting activities within the broader ecosystem, to ensure biodiversity and ecological processes are maintained.

Forestry is now the fourth largest economic sector in Alberta — after energy, agriculture and tourism. Total industry shipments exceeded \$2.3 billion, more than double the value of shipments recorded in 1986. Direct employment in Alberta's forest industry currently stands at about 19,500, with both direct and indirect employment estimated to be in the range of 50,000.

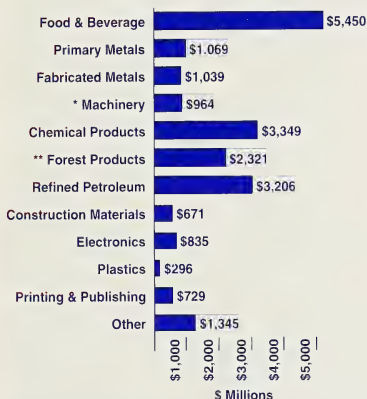
MANUFACTURING

Substantial progress has been achieved in diversifying the types of manufactured goods produced in the province and in expanding markets for these products. In terms of real value of shipments, Alberta's manufacturing base has nearly tripled in size since 1970.

Investment activity in the manufacturing sector has shown impressive growth since the mid-1980's, and has led to a significant expansion in production. Alberta's manufacturing shipments

increased from \$15.1 billion in 1986 to approximately \$21.2 billion in 1993 — an increase of some 29%.

Value of Alberta Manufacturing Shipments 1993 Total \$26,269 Million



* Excludes Electrical Machinery

** Includes Wood Industries

Source: Statistics Canada

Food and Beverage Processing

Food and beverage processing remains the largest manufacturing industry in Alberta in terms of both sales and employment. Food and beverage shipments were more than \$5.0 billion in 1993, representing approximately 26% of Alberta's manufacturing shipments. These shipments represented about 42% of food and beverage processing in Western Canada. The food and beverage industry added over \$1 billion to the value of agriculture products purchased from Alberta farmers and ranchers.

Alberta's farmers, ranchers and the food and beverage industry rely heavily on trade within and outside Canada. The value of out-of-province exports was over \$4.7 billion in 1993, of which close to \$2.8 billion was exported out of Canada.

Petrochemicals and Plastics

The petrochemical industry has evolved from the province's energy resource base to become one of the largest manufacturing industries in Alberta. Industry shipments of chemicals and plastics products were valued at about \$3.6 billion in 1993. Nearly half were exported outside of Canada.

Approximately \$6 billion was invested in petrochemical and related facilities in the late 1970's and early 1980's. Alberta now produces a range of ethylene derivative products, including polyethylene, ethylene glycol, vinyl acetate, vinyl chloride monomer, polyvinyl chloride, and styrene. Alberta is also a major producer and exporter of methanol and nitrogen-based fertilizers, based on natural gas as a feedstock.

A new round of petrochemical investment valued at more than \$1.6 billion, including the recently completed \$390 million MTBE (gasoline additive) plant, is currently underway. This is further expanding Alberta's petrochemical capacity in value-added products. Dow Chemical's \$800 million hydrocarbon project, to be completed in 1995, will increase Alberta's ethylene and polyethylene production. Alberta Orient Glycol Co. is also investing \$450 million to double its production of ethylene glycol, and Union Carbide's ethylene glycol facility will also begin in the year 1995. Another round of expansions of ethylene and ethylene derivative operations are expected around the year 2000.

New investment activity in downstream plastics processing has resulted in a much larger industry and a more diverse range of plastics products manufactured in Alberta in recent years.

Forest Products

Alberta's forest products industry has grown significantly in recent years. With more than \$4 billion in new investment since 1986, Alberta has seen a major increase in the production of pulp, newsprint, oriented strandboard and medium density fibreboard. In addition, Alberta's sawmills currently produce about 2 billion board feet of lumber each year. This represents enough lumber to build almost 200,000 average-sized homes.

Alberta also has over 600 value-added wood product manufacturers. The growth in secondary manufacturing is expected to remain strong, as more and more companies take advantage of new opportunities for value-added processing and the further upgrading of the province's primary forest resource.

With another \$3 billion in forest-related investment anticipated over the next five years, the opportunities for continued growth and expansion are very promising. There is significant potential for new or expanded production of wood and panelboard products, paper, windows, doors, cabinets and furniture, as well as a range of other value-added wood products and components.

Metal and Machinery Products

Primary metal industries in Alberta produce iron and steel from scrap metal, plus non-ferrous metal products such as nickel and cobalt. In steel production, the industry is dominated by three major, vertically-integrated companies. Some 700 fabricated metals and machinery and equipment firms manufacture products for the oil and gas industry, as well as the forestry, manufacturing and construction industries. Total shipments of Alberta metal and machinery products

were over \$3 billion in 1993, an increase of about 19% over 1992.

Petroleum Refining

Alberta refineries, which supply most of the Western Canadian market, make up more than one-fifth of Canada's refining capacity. In 1993, the total value of shipments amounted to \$3.2 billion. Five refineries have a throughput capacity of just under 375,000 barrels per day. Transportation fuels, including gasoline, diesel fuel and aviation fuel, make up about 80% of all production.

Other Industrial and Consumer Products

An increasingly diverse range of industrial products — including aerospace and transportation equipment, as well as industrial and specialty chemicals — is being manufactured in Alberta. Firms have incorporated advanced manufacturing techniques and have diversified product lines. Manufacturers of consumer products have also demonstrated considerable growth over recent years, developing niche markets for specialty products. Today, approximately 250 Alberta firms produce sportswear, skiwear, and other garments; furniture and fixtures; recreational vehicles and leisure products; sporting goods; and products for the equine industry.

ADVANCED TECHNOLOGY

The province's advanced technology industries have demonstrated impressive growth over the past decade. Today, more than 50,000 Albertans are directly employed by approximately 1,200 enterprises operating in the province.

With an average investment of \$200 million per annum, the Government of

Alberta is one of the largest contributors to research and technology activities of any province in Canada. Since 1983, approximately \$2.5 billion has been invested in developing science and technology research capabilities, and a number of centres of advanced technology and applied research have been developed. Efforts are now being concentrated on commercializing innovative technologies, particularly in the following four areas where the province's industry has both a competitive edge and long-range potential.

Medical Research and Biotechnology

In less than two decades, Alberta has capitalized on its early strengths in medical research to become one of North America's most active and influential centres of medical science and health care research. A major catalyst for growth has been the Alberta Heritage Foundation for Medical Research (AHFMR). By supporting world-class researchers in Alberta universities, this government endowed fund has helped propel the province into the front ranks of a fast growing and highly competitive global health care industry. Behind the transformation lies an impressive pool of medical resources and talented researchers, and an aggressive provincial science and technology strategy.

Through a mix of science and business, more and more of Alberta's research successes are moving from lab to marketplace, setting the stage for a diverse biotechnology and pharmaceutical industry. At the same time, Alberta's dynamic medical research environment continues to create opportunities for investment and strategic partnerships.

Advanced Materials and Processes

The advanced materials and processes industry is comprised of Alberta companies that are capable of manufacturing materials with superior properties, or applying advanced manufacturing processes to make finished products. Companies within the industry apply strategic technologies in the areas of speciality ceramics, polymers, metals and composites. The products they produce underpin the activities of other industry sectors, are of high added value, foster competitiveness by enabling a low unit cost of production and sell into global niche markets. A joint industry/government project costing \$140 million is underway with Westaim Technologies Inc., a subsidiary of Sherritt Inc., to expand the advanced materials and processes industry in Alberta.

Electronics and Telecommunications

The electronics and telecommunications industry in Alberta originally developed to meet domestic demand primarily from the petrochemical sector. Now electronics companies are more likely to be in "non-traditional" emerging growth areas like data communications, smart card technologies, computer peripherals, digital signal processing, wireless communications, opto-electronics, or network management systems. These companies are developing technologies on the leading edge, supported by an extensive technology infrastructure.

Alberta's electronics and telecommunications industry is growing at an impressive rate. In 1993, the 220 established electronic design and manufacturing companies accounted for industry shipments of \$1.46 billion, a 22% increase over 1992. The industry employs

7,460 people in manufacturing, and over 11,000 in telecommunications. Approximately 67% of total industry revenues are exported outside Canada.

Information Technologies

Alberta has over 1,300 companies with expertise in software and computing products and services. Strengths are in technical applications related to natural resource development, geomatics, communications and/or networking software and service, education and training services, multi-media, and systems services. Several companies are now exploring new dimensions in using interactive technologies. The software industry dominates the sector, with over 900 types of software packages for national and international markets. Over 400 companies export products and/or services outside the province.

SERVICES

The service sector accounts for more than 60% of Alberta's GDP. More than two-thirds of Alberta's employment is found in such industries as business and financial services, transportation, tourism, retail trade, and health and education services. In many segments of the service economy, expertise developed by Alberta companies is now being exported to countries around the world.

Tourism

Tourism has become one of the province's largest industries, employing an estimated 100,000 (full and part time) Albertans and generating just over \$3 billion in revenues for the province in 1993. Almost half of this amount, about \$1.4 billion dollars, comes from out-of-

province visitors. Prospects for tourism in the years ahead are even more promising. Beyond capitalizing on the appeal of the Rocky Mountains and internationally recognized destinations in Banff and Jasper, the province and Alberta's private sector have made a significant investment in developing such outstanding tourism facilities as the four-season Kananaskis Country.

The province has also opened up a number of interpretive centres showcasing Alberta's history, including the Royal Tyrrell Museum of Palaeontology, Frank Slide, Head-Smashed-In Buffalo Jump, the Reynolds-Alberta Museum and the Remington Alberta Carriage Centre. West Edmonton Mall is North America's largest shopping centre, and integrates retail, recreation and entertainment facilities. New tourism and recreation facilities planned for the Bow-Canmore Corridor will further enhance Alberta as an international tourist destination.

Alberta, with its diversity of landscapes and northern opportunities is well positioned to respond to an increasing, long term demand for a variety of nature- and adventure-based tourism experiences and products. Throughout Alberta, the tourism industry is experiencing a rapid growth and expansion in the independent development of new tourism enterprises, services and attractions.

Business and Financial Services

One of the fastest growing segments of the province's service sector, the business services industry employs approximately 70,000 Albertans — more than 5% of the total Alberta workforce. Engineering, architectural, and technical services together represent the largest component of the industry, with engineering firms becoming more export-oriented in recent years. Other business

services include management consulting firms, advertising and marketing firms, and scientific, technical and environmental services, as well as oil and gasfield, agriculture and forestry services. The financial services industry is also well represented, with many international, national and provincial financial institutions operating in Alberta.

Retail Trade

In 1993, per capita consumer spending in Alberta was the highest in Canada, with a high degree of consumer confidence giving rise to an extremely active retail trade industry. Retail sales in 1993 amounted to more than \$20 billion and employment totalled 163,600. Major retail complexes such as West Edmonton Mall, serve as tourist attractions in their own right.

Transportation

Alberta has developed an extensive transportation infrastructure, which includes road and rail systems linked to all parts of Canada and the United States, as well as excellent air service to both Canadian and international destinations. This, along with some of the most competitive outbound transportation costs in western North America, gives Alberta companies competitive access to a growing market of 7.5 million Canadians and markets in the Pacific Northwest states, California, Central Canada and Pacific Rim countries.

Because of its transportation advantages, Alberta is growing rapidly as the western distribution hub for the retail, wholesale and manufacturing sectors.

ALBERTA'S COMMITMENT TO THE PRIVATE SECTOR

Private sector initiative is the driving force behind Alberta's economic growth and diversification. To support new ventures, encourage innovation and reinforce efforts to diversify into new areas of opportunity, the Alberta Government is committed to maintaining a positive business climate, which includes helping businesses improve their competitiveness through a range of service and information programs.

Business Services

Programs available to businesses include management programs, organizational support, and counselling services in such areas as financing, manufacturing, merchandising, marketing, transportation, site location, and training. In addition, business counselling advice and information, statistical data and publications are among the many services available to assist businesses that are starting or relocating in Alberta.

Technical Assistance

Support for development in science and technology is provided through centres of advanced technology such as Telecommunications Research Labs, Alberta

Microelectronics Centre, Centre for Frontier Engineering Research, The Laser Institute, the Alberta Research Council, and others. Product development and commercialization are fostered through initiatives like the Technology Commercialization Program, the Food Processing Development Centre and the Forest Research Venture Program of the Alberta Research Council. In addition, a wide range of industry-driven research and development services and programs are available within the forest products sector.

Trade Development

The Alberta government assists in export market development by leading missions, participating in trade fairs and exhibitions, posting local and international opportunities on the IBIS (an electronic bulletin board), maintaining good international relationships, and promoting Alberta business around the world.

Investment

The Alberta government seeks to attract investment to the province by encouraging domestic and foreign investment, joint ventures and other strategic alliances, by way of the Investment Matching Service of Alberta, the Business Immigration Program and coordinating incoming and outgoing investment missions.

TRADE AND INVESTMENT OPPORTUNITIES

Alberta today is on the threshold of even more significant growth and development. Opportunities to participate through trade and investment hold outstanding potential.

Those who are interested in exploring the advantages of doing business in Alberta through direct investment, joint ventures, or other strategic alliances, are invited to contact any of the province's five international offices or the Department of Economic Development and Tourism in Alberta.

For more information on industrial and technology development and investment opportunities, contact:

**Alberta Economic Development and Tourism
Industry, Technology and Research Division
13th Floor, Commerce Place
10155 - 102 Street
Edmonton, Alberta
Canada T5J 4L6
Telephone: (403) 422-2500
Fax: (403) 422-2091**

OR

**Investment Matching Service of Alberta
4th Floor, Commerce Place
10155 - 102 Street
Edmonton, Alberta
T5J 4L6
Telephone: (403) 422-6236
Fax: (403) 422-9127**

For information on trade opportunities, contact:

**Alberta Economic Development and Tourism
Tourism, Trade and Investment Division
4th Floor, 10155 - 102 Street
Edmonton, Alberta
Canada T5J 4L6
Telephone: (403) 427-2557
Fax: (403) 422-9127**

OR one of Alberta's international offices: see back cover.

REGIONAL OFFICES

Edmonton

Small Business &
Tourism Development
Division
12th Floor, Commerce Place
10155 - 102 Street
Edmonton, Alberta
T5J 4L6
Telephone: (403) 427-5273
Fax: (403) 427-5926

Camrose

5005 - 49 Street
Camrose, Alberta
T4V 1N5
Telephone: (403) 679-1235
Fax: (403) 679-1250

Grande Prairie

Room 1401
Provincial Building
10320 - 99 Street
Grande Prairie, Alberta
T8V 6J4
Telephone: (403) 538-5230
Fax: (403) 538-5332

Medicine Hat

Room 109
Provincial Building
346 - 3 Street S.E.
Medicine Hat, Alberta
T1A 0G7
Telephone: (403) 529-3630
Fax: (403) 529-3140

Red Deer

Provincial Building
4920 - 51 Street
Red Deer, Alberta
T4N 6K8
Telephone: (403) 340-5300
Fax: (403) 340-5231

Calgary

5th Floor
999 - 8 Street S.W.
Calgary, Alberta
T2R 1J5
Telephone: (403) 297-6284
Fax: (403) 297-6168

Edson

Room 111
Provincial Building
111 - 54 Street
Edson, Alberta
T7E 1T2
Telephone: (403) 723-8229
Fax: (403) 723-8240

Lethbridge

Bag 3014
817 - 4 Avenue S.
Lethbridge, Alberta
T1J 4C7
Telephone: (403) 381-5414
Fax: (403) 381-5741

Peace River

Room 105
Provincial Building
9626 - 96 Avenue
Peace River, Alberta
T8S 1T4
Telephone: (403) 624-6113
Fax: (403) 624-6490

St. Paul

Room 412
Provincial Building
5025 - 49 Avenue
St. Paul, Alberta
T0A 3A4
Telephone: (403) 645-6358
Fax: (403) 645-6241

THE BUSINESS LINE is a government service available to Alberta business people. Professional staff are available to answer general questions on business including financing, marketing, manufacturing, and available business assistance programs.

THE BUSINESS LINE
Toll-Free, 1-800-272-9675
In Edmonton, 422-9494



WHERE TO FIND THE ALBERTANS

Interested in investing in an opportunity industry, undertaking a joint venture, representing an Alberta company — or in visiting this Canadian province? We invite you to contact representatives for all the facts you need.

New York

Government of Alberta
23rd Floor
General Motors Building
767 Fifth Avenue
New York, New York
USA 10153
Telephone: (212) 759-2222
Fax: (212) 759-3682

Hong Kong

Government of Alberta
Rooms 1003-1004
10th Floor, Tower 2
Admiralty Centre, 18 Harcourt Road
Central, Hong Kong
Telephone: 852-528-4729
Telex: 802-61961+
Fax: 852-529-8115

Korea

Government of Alberta
c/o Canadian Embassy
10th Floor, Kolon Building
45, Mukyo-Dong, Chung-Ku
Seoul 100-070, Korea
Telephone: 82-2-753-2605
Fax: 82-2-755-0686

Tokyo

Government of Alberta
3rd Floor, Place Canada
3-37 Akasaka 7-chome
Minato-ku, Tokyo 107
Japan
Telephone: 81-3-3475-1171
Telex: 72-28543+
Fax: 81-3-3470-3939

London

Alberta Government Office
1 Mount Street
London, England W1Y 5AA
Telephone: 4471-491-3430
Telex: 51-23461+
Fax: 4471-629-2296

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Bibliothèque nationale du Canada



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Alberta

ECONOMIC DEVELOPMENT
AND TOURISM